JUN 0 5 2008

TOWNSEND
and
TOWNSEND
and
CREW
LLP

San Francisco, California
Phone: 415-576-0200

Palo Alto, California
Phone: 650-326-2400

Seattle, Washington
Phone: 206-467-9600

Denver:

1200 Seventeenth Street
Suite 2700
Denver,
Colorado 80202-5835
Phone: 303-571-4000
Fax: 303-571-4321

FACSIMILE COVER SHEET

Date: June 5, 2008	Client Number: 040225-000000US	No. Pages (including this one):

To:
Examiner Olubusola Omosewo
U.S. Patent Office

At Fax Number:	(571) 273-2738
Confirmation Phone Number:	

From:

Darin Gibby

Message:

o

,

Faxed: Return To: Connie Larson

If you have problems with reception please call Fax Services at (303) 571-4000.

Important

This message is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential, and/or exempt from disclosure by applicable law or court order. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is **strictly prohibited**. If you have received this communication in error, please notify us immediately by telephone and return the original message to us at the above address via the United States

PTOL-413A (10-07)

Applicant Initiated Interview Request Form

Application No.: 10/803,520   First Named Applicant: Andrew Fraser
Examiner: Olubusola Omosewo   Art Unit: 2168   Status of Application: Pending

Tentative Participants:
(1) Darin J. Gibby _____   (2)_____

Proposed Date of Interview: June 12, 2008 _____   Proposed Time: 11:00 AM (AM/PM)

Type of Interview Requested:
(1) [☐] Telephonic   (2) [☒] Personal   (3) [☐] Video Conference

Exhibit To Be Shown or Demonstrated: [☐] YES   [☐] NO
If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej.,Obj.,etc.)	Claims Fig.#s	Prior Art	Discussed	Agreed	Not Agreed
(1)_____	_____	_____	[☐]	[☐]	[☐]
(2)_____	_____	_____	[☐]	[☐]	[☐]
(3)_____	_____	_____	[☐]	[☐]	[☐]
(4)_____	_____	_____	[☐]	[☐]	[☐]

[☐] Continuation Sheet Attached

Brief Description of Arguments to be Presented:

Please see the attached presentation. _____

An interview was conducted on the above-identified application on _____.
NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).
This application will not be delayed from issue because applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

_____/darin j gibby/_____   _____
Applicant/Applicant's Representative Signature   Examiner/SPE Signature

_____Darin J. Gibby_____
Typed/Printed Name of Applicant or Representative
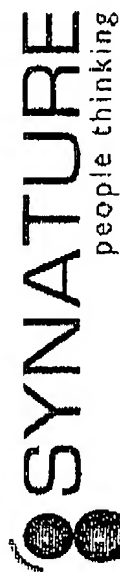
_____38,464_____
Registration Number, if applicable

61392208 v1

SYNATURE
people thinking

Synature Patent Application

US10/803,520

Support for Interview with US Examiner

Overview of Data Capture Interface

SYNATURE
people thinking

Example Walkthrough with the MyTravel 'Holiday Matchmaker' demonstrating:

- Use of prompts and bipolar construct scales based on underpinning psychological theory (Personal Construct Theory)

- Use of 'micro-grids' embodied in an example implementation of the data capture interface

- Rendering of data from user rankings on bipolar scales to allow grouping of individuals, resulting in ability to report holiday destinations recommended by people who think about - construe - holidays in a similar way.
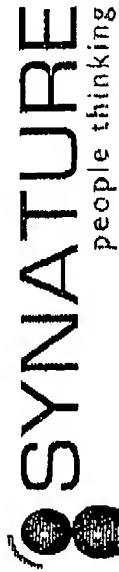
Summary reference points from application

° [0012] Typically, each construct includes two distinct descriptive terms relating to things provided to customers by operators of the system. These should be perceived by the user as opposite extremes of a range of opinions about a thing. Therefore, the descriptive terms of each construct may represent contrasting opinions of the thing. A system embodying the invention typically obtains data from a user that represents a user's opinion of the thing in a range defined by the descriptive terms.

° [0013] In typical embodiments, the construct is represented by visual control displayed in a graphical user interface on a computer screen. In such cases, the user can input a value representative of their opinion by adjustment of the position of the control. This provides visual feedback to the user of the value that they wish to input.

° [0014] The results of the analysis may be used to provide deduce which items of information will be of interest to a particular customer.

° [0015] In a typical configuration, a data management system according to any preceding claim executes on a server that communicates with a user over a network link, which will typically include the Internet. Such a system usually includes a user data input component that executes in on a remote host system. For example, the data input component may be represented in the display generated by a web browser. To further increase the versatility of the system, the data input component may be generated by an applet that is downloaded to the remote host from the server.

§SYNATURE
people thinking
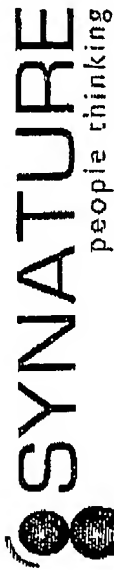
Introductory screen

The MyTravel Holiday Matchmaker is a fun way to find holiday destinations based on suggestions from like-minded people.

The idea is that you complete our fun little 'puzzle' – it really isn't like other surveys!

To do this just follow the instructions as you go. It should take you only a few minutes to complete and at the end you get a bunch of suggested destinations tailored to match your profile, in different categories to help you decide.

Give it a go, the results may surprise you!

This is a real implementation on a well-known holiday site in the UK.

The introductory screen introduces a 'puzzle' interface which is intended to be both fun and thought-provoking for the end-user.

There is a screen grab from the results screen to entice the user to reach the end of the puzzle and get the 'reward' of recommendations from like-minded travellers.

SYNATURE
people thinking
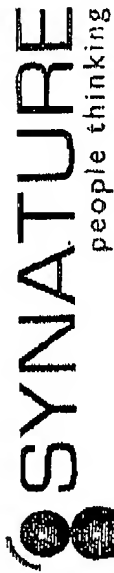
Capturing demographics

We capture demographic data so that we can look at influences and patterns at a later time.

This is NOT part of Personal Construct Theory technique per se, but rather useful data points for multivariate analysis such as described in the influence modelling analysis or indeed the pattern recognition analysis.

HolidayMatchmaker Holidays

Please answer these background questions before we start.

Are you | Male ▾

Your age range | Between 40 and 49 ▾

I mostly take holidays for | The Young and Lively ▾

On average, how many holidays do you take per year? | 0 or 1 ▾

continue

powered by
SYNATURE

SYNATURE
people thinking

This screen is really just used for scene setting.

We wish the user to get into the 'frame of mind' where their construal about holiday destinations will be more readily available to them.

We do this by scene setting with pictures, and then presenting thought-provoking prompts about holidays.
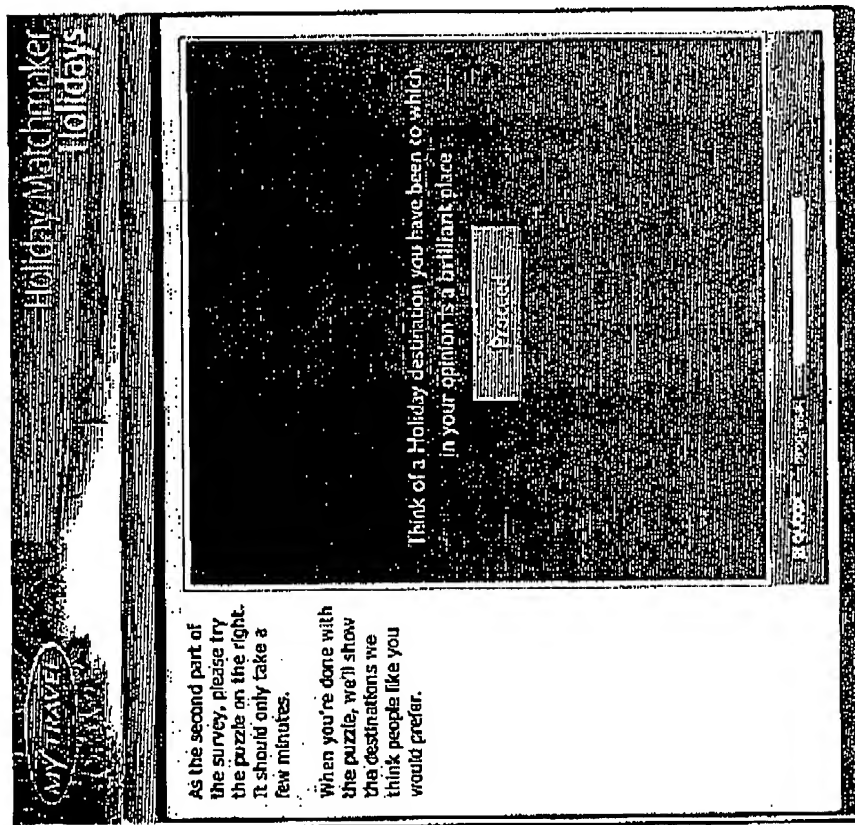
Note we also show a completion bar on the bottom of the screen.

Mood setting...

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Choose an exciting image to...

SYNATURE
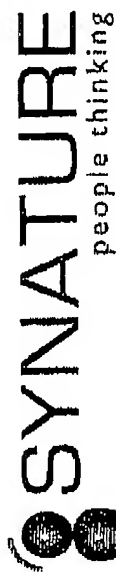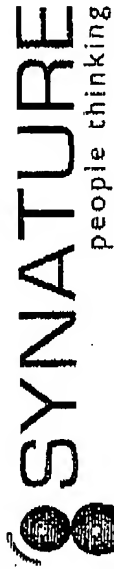
Presenting a user with the first prompt (element)

This is the first step in the presentation of a 'micro-grid' puzzle. We are going to take the user through a repertory grid that is pre-supplied with both elements and constructs.

The purpose of this is to ensure that we can analyse like-for-like grid structures.

The user is here presented with the first prompt, or 'element' (a brilliant place they have been to on holiday).

Holiday Matchmaker
Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Think of a Holiday destination you have been to which in your opinion is a brilliant place

SYNATURE

SYNATURE
people thinking

Presenting the user with pre-supplied constructs
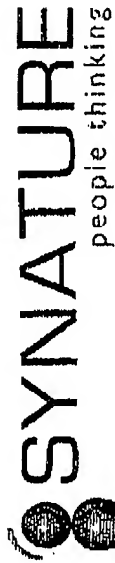
This is the second step in the presentation of a 'micro-grid' puzzle. We ask the user to choose from a selection of available bi-polar constructs which have been selected following qualitative and quantitative research.

Bi-polar constructs are the key to 'personal construct theory'.

We record which construct the user chooses first, and when they have clicked on that they are asked to assess the relative importance of each pole to them in the context of the memory of their brilliant holiday destination.

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Location and activity most important

Weather most important

Select photos associated with that brilliant place to go

Interesting

Beautiful

For people without kids

For family

8SYNATURE

SYNATURE
people thinking

Adjustment of visual control to signify opinion
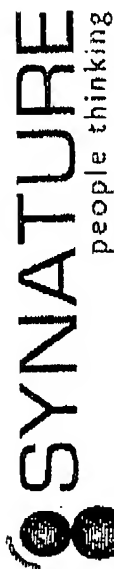
In this third step we ask the user to adjust the visual control (in this case a slider) so that it ends up at a place between the two poles (interesting<->beautiful) that represents the user's view of the brilliant place they are thinking about.

The scale is currently a 100-point scale.

In this embodiment, the words 'interesting' and 'beautiful' get bigger or smaller depending on the relative weighting given by the user, thereby giving additional visual feedback as.to their opinion.

Holiday Matchmaker: Holidays

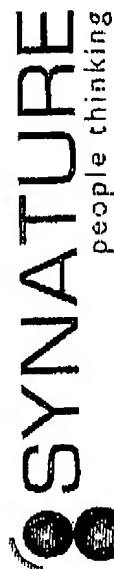As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations via think people like you would prefer.

Interesting

Beautiful

SYNATURE

Selection of remaining construct pairs

The next steps are for the user to choose from the remaining construct choices (all have to be ranked in order to proceed to the next prompt ('element').

So another 2 construct rankings will be carried out by the user in the same way as the slider visual control was moved in the previous slide.

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

Location and activity most important

Weather most important

Some other phrase associated with disability like-to-go

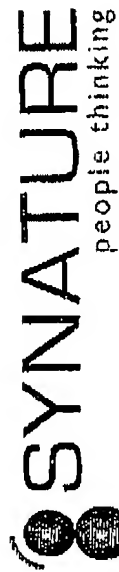For people without kids

For family

SYNATURE
people thinking

In this application we have a second 'element' or prompt which will be shown to the user. *This is actually the first element of a new micro-grid, but the user need not be aware of this.*

Elements exist to prompt the user about an experience or scenario or feeling that is useful for eliciting constructs. They can be hypothetical, like this one 'your dream holiday'.

We are again using a pre-supplied element and will again pre-supply the constructs to come. These are very small ('micro') repertory grids as a result.

The next prompt...

Holiday Matchmaker Holidays

MY TRAVEL

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.
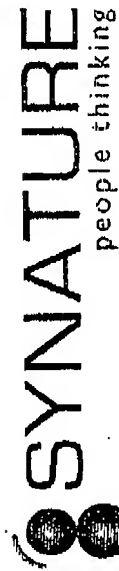
Think of a Holiday destination you have not been to and would love to go to because it's your dream holiday destination.

Proceed

SYNATURE

And the next set of constructs and micro-grid...

SYNATURE
people thinking

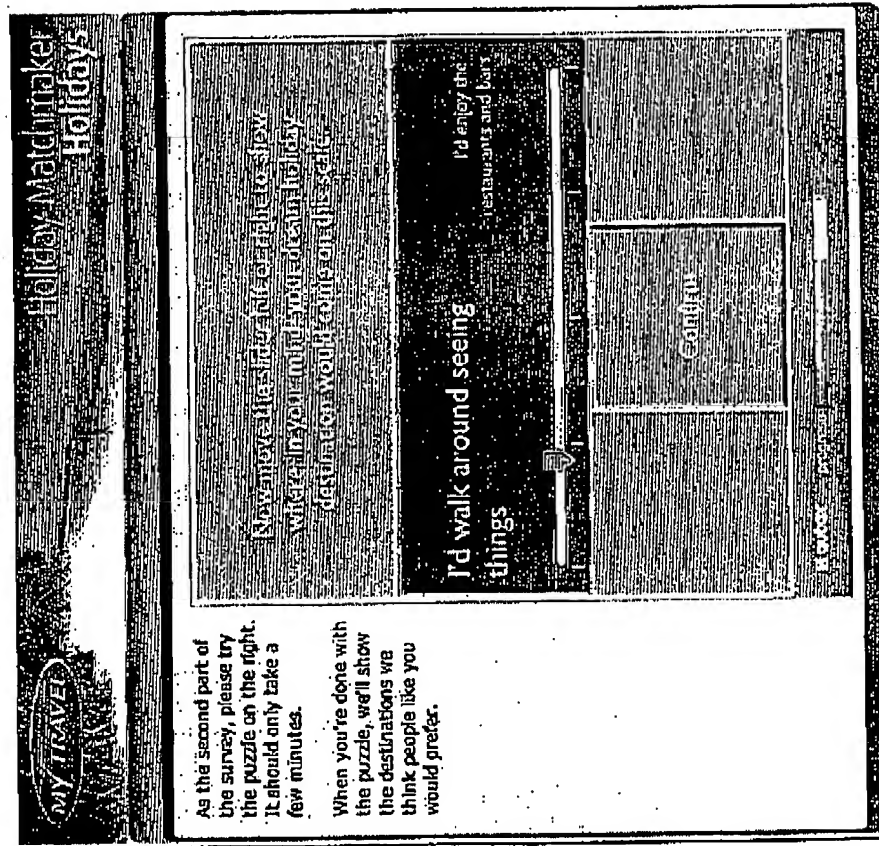As before, we ask the user to choose from a limited supply of constructs.

Note that these constructs are different because we are now completing a second micro-grid of 1 element X 3 constructs.

We can analyse multiple grids.

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

I'd go for the beach and the sun

I'd enjoy the restaurants and bars

I'd organise things myself

Select a phrase associated with this destination place image

I'd go for the natural surroundings

I'd walk around seeing things

Trips and entertainment organised

Powered by SYNATURE

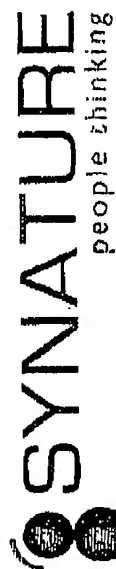# SYNATURE
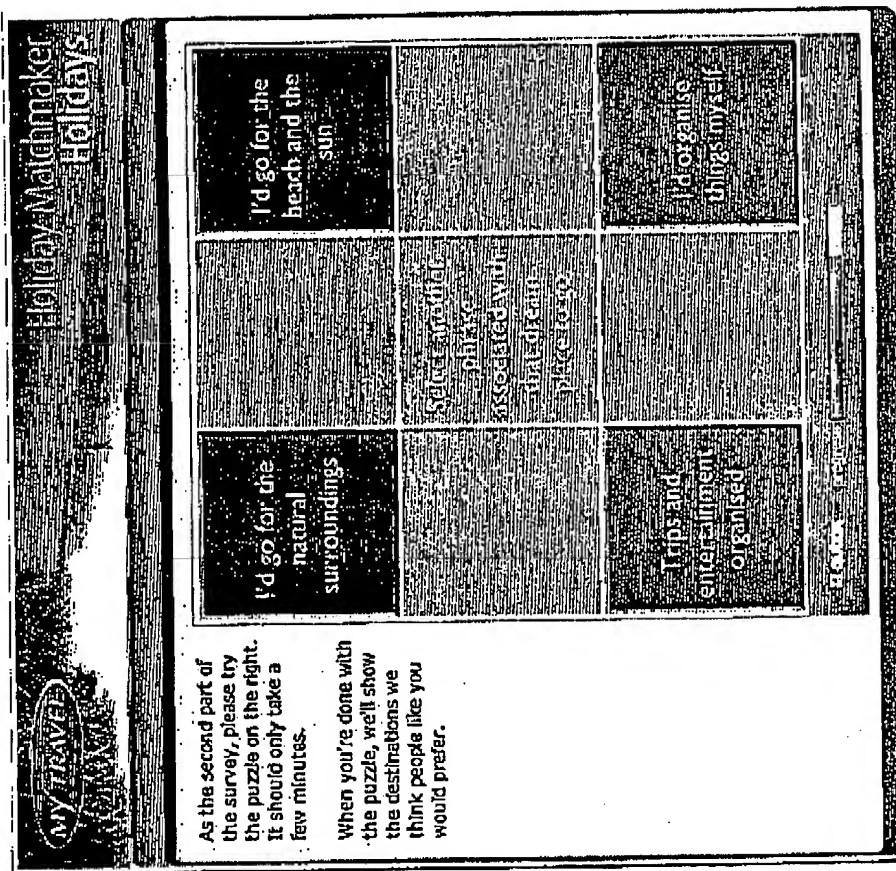*people thinking*

And the visual control method again...

As before, the user opines about the relative weighting of the construct in relation to the prompt (this time their 'dream holiday').
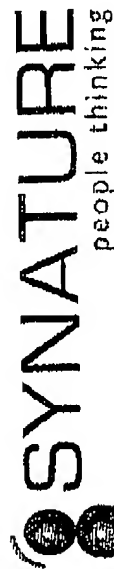
Further construct choices to complete micro-grid

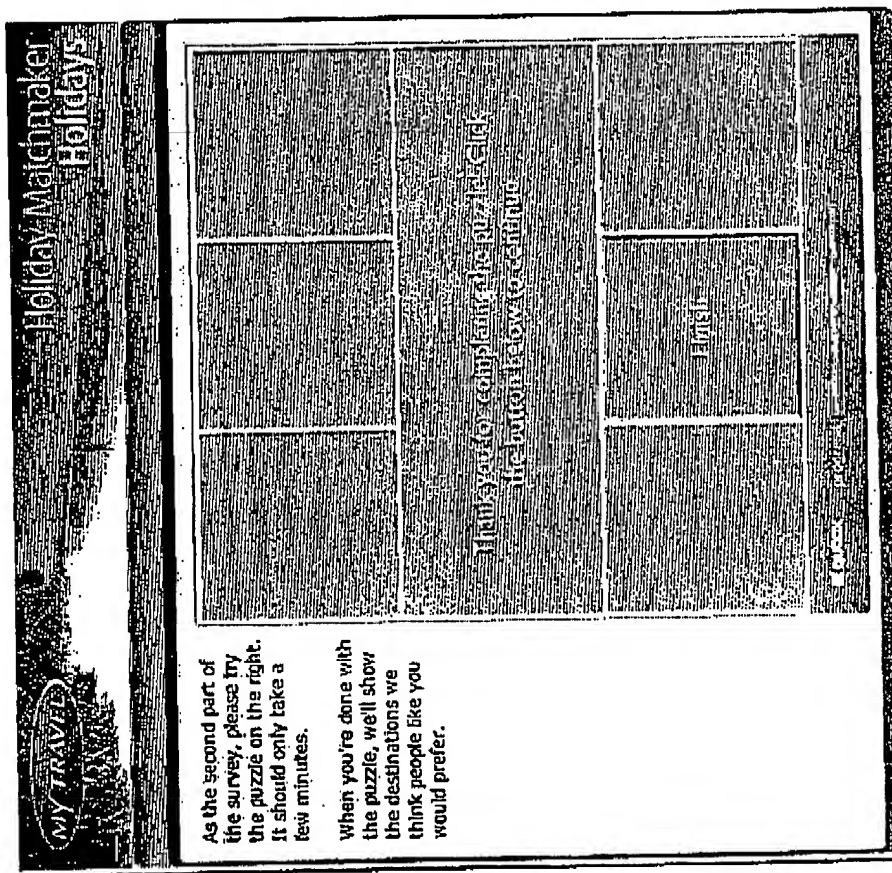As in the previous micro-grid, the user has to select and rank each of the 3 constructs provided in order to complete the puzzle.

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

I'd go for the beach and the sun

I'd go for the natural surroundings

I'd organise things myself

Trip and entertainment organised

SYNATURE
people thinking

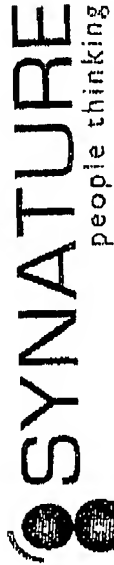Invite the user to finish, and thank them

The user has now completed the two micro-grids we have asked them to go through.

The background analysis of the data will begin on clicking 'Finish'.

Specifically, we will use our data rendering techniques to assign individual 'psychological scores' ('mesh values' in the patent application) to users and then group them according to proximity of values:

Holiday Matchmaker Holidays

As the second part of the survey, please try the puzzle on the right. It should only take a few minutes.

When you're done with the puzzle, we'll show the destinations we think people like you would prefer.

SYNATURE

SYNATURE
people thinking

Results/recommendations from people who think like you about holidays....

Holiday Matchmaker holidays

From your answers to the puzzle we've found hundreds of like-minded people – these are their top holiday suggestions in various categories.

Click on the destination to see the MyTravel destination guide in a separate window, and click on the categories to see more recommendations.

Click here to email a friend and tell them about the Matchmaker.

Highly rated by like-minded people

1 *Las Vegas*
2 Dominican Republic
3 Kefalonia
4 Menorca
5 Goa
6 Halkidiki
7 Dubai
8 Barbados
9 Croatia
10 Madeira
Show page : 1 2 3 4 Next

Recommended by Everybody

1 Florida
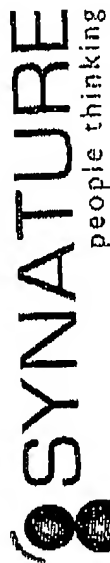2 Majorca   ☆
3 Cyprus
4 Tenerife   ☆☆
5 Egypt
6 Crete
7 Gran Canaria   ☆
8 Costa Del Sol   ☆☆
9 Lanzarote   ☆☆
10 Las Vegas
Show page : 1 2 3 4 5 Next

	Dream Holidays	Something Quirky
	Far and Away	3 to 5 hours away
	Young and Lively	Couples	Nice and Near

☆ Indicates suggestions highly recommended by like-minded people.

☆ Indicates suggestions highly recommended by people not like you.

Click here to see suggestions from people not like you

SYNATURE

The user is then presented with the Recommendations from like-minded people who were asked during our research their 'essential', 'quirky', 'dream' destinations.

We also provided other categories of holiday based on flight duration and the type of people recommending those places (those preferring family, young and lively, or couples).

The key is that the top list is filtered by like-minded people's recommendations and is not the same as the average recommendations provided on a non-personalised (aggregate) way.

SYNATURE
people thinking

Clicking on a recommendation takes you to the detail of that holiday destination...

This is the part of MyTravel's site which shows the detail of Las Vegas (the top recommended destination from people who thought like the user that just completed the micro-grid puzzle).

The user has selected Las Vegas because it is a more powerful recommendation - based on the experience, reflection and thinking of others who show similar construal about holidays - than a recommendation which is based on an averaged, non-personal recommendation - 'most popular'.

We can now, should we so wish, look at the outcome of the recommendation (clickthrough, conversion to purchase, etc) and begin our influence modelling step.